

EVENTS

**AUGUST
2019**

August 2

SDCDS Opioid Lecture

August 22

BLS Renewal

August 27

New DDS Seminar

September 12

Shred-a-thon

September 13

Emergency Medicine Lecture +
Hands-on

September 18

Succession Planning

September 25

Dental MBA Series
'Art of War'

September 26

New DDS Social



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2017 Newsletter Award, Honorable Mention
2016 Outstanding Cover



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Thinking About Selling Your Dental Practice?



Here Are Some Questions You May Be Asking Yourself?

- 1 Am I financially ready to retire or work less?
- 2 What is my practice worth?
- 3 How much will I net after paying off my practice debt, taxes, and transaction costs? Is that enough for me to retire?
- 4 How will I find a buyer that will take care of my patients and staff?
- 5 Should I keep the sale anonymous? If so, how can I do that?
- 6 Will I be able to continue practicing as an associate on a reduced schedule?



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Part I

The state of dentistry revisited One year later

I'd like to revisit the "state of dentistry" after having served as SDCDS President for one year. I spend the vast majority of my time engaged in the business of dentistry and the state of affairs within our industry. As some of you may remember, I'm a closet economist and enjoy spending time following the reports of ADA Chief Economist, Marko Vujicic. One year ago, I spent time sharing my opinions on the industry as they relate to millennial dentists and the impact of group practice dental offices. Today, I will touch upon these issues once more, before my "watch has ended".

I'd like to discuss some of my observations in the dental landscape as well as Marko's thoughts on the matter. The dental industry continues to change at a rapid pace. Those who adapt and take notice of the changes in their economic environment will fare better than those who don't. Remember, these findings are national statistics, and not necessarily representative of San Diego, or even your specific local demographic. On the whole, the national data is represented in this article and you may notice it differs from your own specific practice experiences.

Marko lists 6 points he likes to highlight in our industry that are reshaping dentistry:

- 1) The value agenda
- 2) Increased consumerism
- 3) Shifting dental care use patterns
- 4) Reimbursement squeeze
- 5) Practice consolidation
- 6) Technology

Dentist are contending with the challenge of delivering value and convenience to their patients. In any purchasing decision, there is a calculation of perceived value being calculated as part of a price equation. Changing the outlook of patient perceived value and solving their lack of disposable income is difficult. The most solvable problem is the one of convenience. This is the largest factor unaddressed by our industry. What we see

are increases in extended office hours, mobile offices, and even a rise in tele-dentistry. Convenience is key to the future of dental care consumption, and even more a factor in the new adult population. Examples include Smile Direct Club, Aspen Dental office within Walgreens, and Mobile Dental Tech Vans.

There is a shift in the type of care being consumed. From 2001 to 2017, we have shifted away from dental restorations and moved towards prevention. The reason for this is not well explained, as it is likely correlated with the population being increasingly more aware of the importance of maintaining good oral hygiene. There are overall less dentures being delivered and an increase in implants. These shifts certainly have something to do with the shift in dental consumption in our industry, though not yet fully understood as to why.

Dental coverage, or the number of patients being covered, has been increasing, yet dental consumption has been flat and decreasing. Marko says, he wouldn't call it a trend yet, but it is clear that there is some paradigm shift in the industry as to why dental care is less consumed, even though more coverage is available. Adults are plainly consuming less dental care. The classic bread and butter, middle income demographic, dental care revenue is on a decline. The dental segments showing strength, from a national study, were wealthy seniors and low income children. All those in the middle simply do not see the dentist as much, despite an increase in insurance coverage.

Overall, from 2007 to 2017, examining reimbursement data, our dental services have seen an overall decrease in reimbursement by 17%. After adjusting for inflation and costs, this lack of pace from our industry has begun to squeeze our margins we once found in practice. Even after taking our top 3 procedures and tracking the revenue per capita, this finding held true. This was studied by creating sort of a CPI index for dental reimbursement (not UCR, but actual reimbursements).

I will continue this discussion on trends within our industry in next month's column, but would love your feedback on how you feel these issues are reflected in your everyday practice via email: chrisdds@carmelvalleysmiles.com.

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Gala co-chairs, Drs. Matthew and Trang Chesler



IN APPRECIATION OF THOSE WHO HAVE SERVED

Third Annual Stars and Stripes Soiree to benefit the Geis Clinic at VVSD

By Matthew Chesler, DDS, MS

On September 21, the San Diego County Dental Foundation (SDCDF) will hold their annual Stars & Stripes Soiree gala to benefit the John Geis DDS Dental Clinic at Veterans Village of San Diego (VVSD). Established in 2015, the Geis clinic has served San Diego veterans in need of dental care as part of a larger rehabilitation program within VVSD. This year, the clinic expanded access to those veterans not living on the VVSD campus. This creates an incredible opportunity to impact the lives of a significantly larger number of veterans, but it is not without its challenges.

The annual budget to run the clinic, including lab fees and supplies, exceeds \$100,000. In return, 118 veteran patients received no-cost treatment in 2018. Since opening, the total value of care and treatment has been \$580,000. So far, 81 volunteers have provided almost 14,000 hours of care. This is accomplished largely in part to the continued generosity of San Diego County Dental Society members and those who have supported the program by attending the SDCDF gala in years past. With a larger number of veterans coming to the clinic than ever before, the need for assistance has grown as well.

Last year's gala event raised over \$100,000 in direct support of the Geis Clinic, which was the most ever in the history of the event. It is my goal to see this number continue to grow as we increase the number of veterans receiving dental care.

This year's event will again be held on the historic USS Midway, a fitting destination not only because of its obvious tie to our veteran beneficiaries, but also because it is a truly unique San Diego landmark. "The Great Gatsby" is the theme this year, with everyone invited to dress up in their Roaring 20's best tuxedos and flapper dresses. Military members, active or veteran, are invited to wear their dress uniforms in lieu of black tie.

The evening will feature a welcome reception on the flight deck with an opportunity to view silent auction items, with bidding throughout the evening. The evening portion of the event will take place in the hangar bay with fine dining & dancing. Music will once again be provided by San Diego's own, all-dentist ensemble, Novocaine. A live auction will be featured as well, with many of last year's winners taking home private dinners, wine collections, and trips to Mexico, Hawai'i and Spain!

Although the event is hosted by the SDCDF, it is by no means a "Dentist-only" event. Bring your family, friends, and neighbors. The more support we have directly translates to more support for our veterans! Purchasing tickets is easy. You can either contact the dental society directly at 619-275-7188 or purchase tickets online: www.sdcdf.org/special-events.html. We look forward to raising a glass in celebration and in appreciation of those who have served!



Fundraising is not a dirty word!

I distinctly remember interviewing for the position of Executive Director eleven years ago. I was asked by the hiring committee if there was anything I was concerned about in the job description. I replied that there were two things: lobbying and fund-raising.

When I was told that the kind of advocacy I would be doing would lead to the best possible oral health care for the public, I was greatly relieved. With that in mind, I figured I could talk to legislators about how to support dentists in their profession.

The fund-raising question was a little tougher. Back in 2008, the only funds that made it to our foundation coffers came from dentists who checked the \$40 box when they renewed their dues. All told, we collected some \$3000 per year to use for a few small scholarships for students entering dental school. It was a good thing to support the future of the profession, but our small contribution didn't go far.

Fund-raising is still a challenge, but things have changed since 2008. By this year's end we are on track to raise over \$300,000

and less than 1% of that will come at dues renewal time. With the help of an energized board and some talented staff, our foundation is doing a respectable job of raising funds to support oral health in the community.

Through direct mail campaigns, grant-writing, and an exploding annual gala, we are now able to support many local community oral health programs including our flagship Geis Dental Clinic at Veterans Village of San Diego. To learn more about the clinic and why it's important, please read Dr. Chessler's article in this issue.

To help keep that clinic in operation, please attend our gala on September 21st. There will be over 400 of your colleagues and their family and friends coming together for a great time and a great cause. We expect our auction and "fund a need" to raise more than \$150,000. Because ticket sales cover the cost of our event, every penny that is made at the auction goes toward our programs. So come and be a part of what we are doing for oral health in the San Diego region. You'll be glad you did!



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Founder & CEO



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ENCINITAS: General Dentistry Practice with 6 fully equipped Operatories is located in a busy retail center. Practice was remodeled 5 years ago with new equipment and utilizes Dentrrix, Digital x-rays, Pano, and Laser. 4 days of hygiene per week. 2018 Gross Receipts of \$813K. #CA574

LA JOLLA: General Dentistry practice with 8 Operatories, 7 Equipped. Utilizes Dentrrix software with Digital X-rays and an I/O Camera. The practice is 4 days of hyg./wk. GR \$738K with \$264K Adj. Net on 2nd day/wk. 60 yrs. goodwill, 29 w/ current owner. Most specialty procedures referred out. Great location in which to live and work. #CA477

NORTH COUNTY PERIODONTAL: *NEW LISTING!* 4 Ops, 3 Equipped. Newer equipment including a CT Scanner, Digital and Dentrrix. Excellent location in a well-maintained complex. Priced to sell quickly. 2018 GRs were \$269K. #CA605

SAN DIEGO COUNTY ORTHODONTIC: *NEW LISTING!* Seller works out of 2 sites over a 4-day work week. Utilizes Ortho II and Itero Element II scanner. Upgrades to computer hardware. Paperless. Over 26 years of goodwill in the communities. Rare and excellent opportunity that will sell quickly. 2018 Gross Receipts of \$707K. #CA615

SAN DIEGO PERIODONTAL: Periodontal practice with 5 total operatories, 4 equipped, is now available. Excellent, bright, and airy location, with digital x-rays and Dentrrix practice management software. Seller is retiring. 2017 Gross Receipts of \$379K with room to grow! #CA559

SAN DIEGO: Family oriented general practice in busy shopping area with great visibility. 3 Ops, EZ 2000 Software, Digital X-rays, I/O Camera, etc. #CA559. Small amount of MediCal. Seller retiring. Excellent opportunity for a new doctor or a 2nd office location. GR \$253K with \$129K Adj. Net. #CA523



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New Member	Education
Ziba Shirazi, DMD	Boston University, 1997
Patrycja Zapasnik, DDS	UOP, 2012
Ghazal Farhang, DDS	USC, 2012
Jordan Thomas, DDS	Tufts, 2017
Jin Song, DDS	Loma Linda, 1991
Alex Stanton, DDS	Univ of Washington, 2018
Jonathan Shelton, DMD, MD	Univ of Louisville, 2012, 2018
Paul Koshgerian, DMD, OMS	Univ of Louisville, 2015
Dung Nguyen, DDS	Univ of Missouri, Kansas City '97
Julia Ng, DDS	UOP, 2010
Minh Phan, DMD	OHSU, 2009
Faith-Roselle Barreyro, DDS	Ariz. School of Dentistry, 2019
Jared Gibbons, DDS	Unvi of Oklahoma, 2017
Alfredo Paredes, DDS	Loma Linda, 2012
Christopher Traxler, DDS	Univ of Illinois, Chicago, 2019

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Gloria Tengonciang, DMD

If you can feel it... You need more Novocaine!
Come check out San Diego's dentist-based rock band,
Novocaine, at the 3rd annual Stars and Stripes Soiree.
Ticket info, page 7

Robert Bey, DDS rocks with Novocaine

If you can feel it... You need more Novocaine! Come check out San Diego's dentist-based rock band, Novocaine, at the 3rd annual Stars and Stripes Soiree aboard the USS Midway on Saturday, September 21. This San Diego County Dental Foundation, will benefit the John Geis DDS Dental Clinic at Veterans Village San Diego. Although the prominent use of Novocaine has declined since the '60s, this band is still going strong (and with no unwanted side effects!). Facets had the pleasure of conducting an email interview with the drummer of the band, SDCDS member Robert Bey, DDS, who practices in Kearny Mesa.

How did you get started in Novocaine?

I planted the seeds of forming an all-dentist band with my friends purely for selfish reasons. I was actually drumming in another all-dentist band in Orange County called "Open Wide" (who knew there were so many all-dentist bands in Southern California?), but the late nights were becoming less fun as I was playing more shows up there. I kept thinking that it would be great to have something like this in San Diego so I could lose the commute, but I didn't know any real musicians. It occurred to me that my former USC classmates liked to play guitar and sing during surf and ski trips we'd taken together, and they sounded pretty good. With the exception of Russ McCalley, our lead guitar player who was in an

all-dental student band with me at USC called "The Dents", the other guys had no real performance experience. I convinced them to consider forming a band and Randy Garland (vocals), Dan Roberts (bass guitar), Curt McRae (rhythm guitar), Craig Small (congas/harmonics), Russ McCalley and myself became Novocaine. For our first gig, we played 3 songs between sets at an Open Wide show to an audience that included our family and friends. We sounded pretty good, the crowd loved us, and the guys were hooked! After 7 years of hard work, we now have 60 songs under our belt. We cover tunes from older bands like the Rolling Stones as well as current groups like the Black Keys. We even have three original songs. I could not have imagined this working out any better, and I love that I'm doing this with my friends.

What was it like performing at last year's Gala?

We had a blast performing on the Midway last year. The event is so well organized and it was a fantastic night. The band had fun posing for pictures on the flight deck before the evening began. We started our sets after dinner and loved the dancers that flooded the dance floor. This year, we will be starting earlier and will play a set as the attendees arrive at their dinner tables. We did have some interesting logistical issues to overcome. Our equipment had to be moved onto the carrier by cranes, and the wifi on

board interfered with our sound equipment, but we were able to find a workaround.

What's it like to be a dentist by day and a musician by night?

I think it's always a challenge to balance our professional life with our family life, while still participating in our own interests and hobbies. Dentists need other interests and hobbies. Playing in a band works well in that the gigs are at night and rarely interfere with our "day jobs" (and this is good given what a musician makes!). Now regarding family...this is the real hurdle. We typically practice a few nights a month, and our shows are on weekends, so family time suffers. To make our time away from our wives a little more palatable, we encouraged them to participate with us. They like to dance to our music, and they love to dance on a stage, so they formed the Novocaine "Drill Team". They have performed with us at several shows and we are hoping they will make an appearance on the Midway this year.

Who are your musical influences?

Novocaine likes dancers at their shows! We try to find songs that first, and foremost, will bring people out onto the dance floor. Our influences include Tom Petty, Lynyrd Skynyrd, Sublime, Jimmy Buffett, Jack Johnson and the Rolling



Robert Bey, DDS at drumkit



Novocaine performing with the Novocaine Drill Team

Stones. These artists have performed classics that resonate over several generations and encourage people to dance.

Who is your favorite drummer?

Now that is a very good question. I suppose there isn't just one, and my "favorite" has changed over the years as my appreciation of music (and the type of music I've been playing) has changed. I started drumming at age 10. Back then, my early influences were jazz drummers

as I played in school jazz bands from 5th to 12th grade. In high school, I was also in "garage" rock bands. I actually played at my high school prom instead of attending it. Clearly the rock drummers of the 70's were my idols at that time. I wanted to play like John Bonham of Led Zeppelin and Keith Moon of The Who. I didn't choose my idols wisely, though, as both these guys died early in their careers from drug related incidents. Today, I tend to appreciate the unknown studio drummer...the guy that makes the band sound better and gets out of the way

of the other musicians. You know that drummer that backs the band that plays for the American Idol contestants? That is now my favorite drummer because, like me, he is trying to make the rest of the band sound better.

I'd like to say that Novocaine is honored to be asked back to the gala on the Midway. We love donating our services for great causes such as this, and we hope your guests enjoy our music as much as we enjoy playing it for them. See you in September!

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5th Annual Afternoon Tea Party

The faces of leadership

By Malieka Johnson, DDS



Dr. Malieka Johnson (center), founder, standing with (L-R) Drs. Hoa Audette and Susan Nguyen.

San Diego County Dental Society hosted its 5th Annual Afternoon Tea Party, Women in Leadership Conference on Saturday March 23rd at the beautiful Paradise Point Resort and Spa in Mission Bay. Truly, any time is a good time for tea, but the tranquil and serene atmosphere of the resort made an afternoon of learning feel like genuine fun. Over fifty women, diverse in backgrounds, specialties, and styles of practice, gathered together with the common intent to become better leaders. It is collegial sweetness when colleagues come together to spur one another toward excellence, but each person has to first make the individual decision to show up.

The lyrics from the 1988 hit song “Man in the Mirror”, by Michael Jackson, have always resonated with me. I especially like the phrase, “If you want to make the world a better place take a look at yourself, and then make a change.” Those words not only make a powerful statement, they reflect a real truth. Leadership always begins with the person reflected back at you when you look in the mirror. Although our theme was centered on business leadership, it is important to recognize that how we choose to lead our personal lives can directly and indirectly impact the way we lead professionally. For this reason, it is beneficial for us to continue nurturing our leadership skills. And what better way then alongside our colleagues?

We had the distinct privilege of learning from Dr. Rhonda Savage, DDS, CSP and CEO of Savage Success. Dr. Savage has a private practice in Gig Harbor, Washington and a consulting business. One of

the most important leadership tips Dr. Savage shared with us is, “Patients first and practice second.” This seems like a “no-brainer”, but we all know it is far too easy to fall into just worrying about “the numbers” of our practice overhead expenses. We must always remember that we exist, and the practice exists, for the patients, not the other way around.

Another valuable leadership tool Dr. Savage shared is, “The more you delegate the more you can do.” Sometimes we want to do everything because it gives us peace of mind that the task is accomplished. However, we have to learn to trust those on our team to carry out tasks. This not only frees us to do other important tasks, but it empowers our team, allowing them to grow and develop their leadership skills. This is a real example of the acronym T.E.A.M., which stands for Together Everyone Achieves More.

Due to the fact the most dentistry isn’t a solo person operation and we truly rely on each person from the front to the back office, it is imperative that we hold everyone to the same standard. Dr. Savage’s top 5 attributes for a dental professional are: friendly and helpful, timely, knowledgeable, professional, and systematic yet flexible. Dr. Savage reminded us that our dental practice is a business and as such, customer service is key. As the doctor we have to model this to our team and patients. To learn more about Dr. Savage and her consulting, visit her website SavageSuccess.com.

We would not have been able to host this event without the generosity of our nine sponsors. We appreciate the partnership of Zimmer Biomet, Wonderist Agency, Patterson Dental, Crest, Wells Fargo,



Law Offices of Cecilia Chen, Practice CFO, Straumman Group, and Care Credit. The ADA also showed their support of our event with super cute ADA swag bags that included a journal, hand sanitizer, phone mount, and a mini dry erase board. We also included a handy pocket mirror that can easily be slipped into a purse or wallet but that also serve as a reminder that leadership begins with the woman in the mirror.

We concluded our event with feedback surveys and Lisa Iverson from Crest raffled off 20 power toothbrushes. Some of the comments we received:

“Dr. Savage was a great speaker and the topic was relevant to improve our practice.”

“Lots of wonderful information presented in an engaging and thoughtful manner.”

“Good pearls that would be helpful to my practice.”

“Great topic, engaging location, great company.”

“Very engaging, great content.”

“Have it more often.”

“Thank you!”

Leadership has many faces and we all wear one. Remember, we lead every morning that we wake up, look at ourselves in the mirror, and set out for our day’s mission. We lead the moment we show up for our family, friends, community and profession. Our leadership exudes power when we come together and volunteer for community events, at our children’s schools, in our churches, or with any other organization in which we serve. It doesn’t matter if we prefer tea time or tee time, but we dentists benefit from camaraderie and mutual understanding of our line of work. We get refreshed when we meet and learn together.

Join us at another Women’s Dental Connection event and let us continue as iron sharpening iron, spurring one another on to excellence. Until next time, continue believing, achieving, and leading. ■



Military Dental Symposium May 1 see page 19 for article



SDCDF Scholarship winners were awarded on May 1 at the 56th Annual Professional Military Dental Symposium held at the Mission Valley Hilton. (L-R): Alyssa Rifilato, Joleen Chen, SDCDF President Dr. Leslie Strommer, Anna Ogata, Jamie Chang, and David Phillips.



SDCDS member and UCLA clinical professor Sreenivas Koka, DDS, MS, PhD (3rd from left) presented the night's lecture: "Systematic Diseases and Conditions That Influence Osseointegration and Dental Implant Treatment Success"



(L-R) Winners of the San Diego County Dental Foundation Professional Society awards from the Greater San Diego Science & Engineering Fair: Parents of Ethan Shakhman with winning student Ethan Shakhman (8th grade), SDCDF President Leslie Strommer, winning student Cielo Polanco (8th grade), and her parents.



Science fair Award winner Cielo Polanco ponders the pathologic bacteria loads found in your waiting room magazines. Story in a future issue of Facets.

Ballpark May 7

SDCDS Members met to watch the San Diego Padres play New York Mets on May 7 at Petco Park's Skyline Patio, with a buffet and a great view of the game from the left field. Score: Mets 7, Padres 6.



Practice Management Course June 7





Stand Down for Veterans' Care

Thanks to all who "paid it back" by serving those who serve us best!

Dr. Hoa Audette	Dr. Scott Strommer	Dr. Lindsay Pfeffer	Dr. Susan Nguyen	Dr. Timothy Carpenter
Dr. Kristine Tran	Dr. Janice Doan	Dr. Brian Devers	Dr. Elvie Nathanson	Dr. Alexander Stanton
Dr. Roberto Vasquez	Dr. Kurt Hummendorf	Dr. Uyen Thompson	and staff volunteers	

*This summer's annual **Stand Down** event was a huge success thanks to our volunteers efforts!
To find out more about outreach opportunities, call or email Ryan today at 619-275-7190 or support@sdcds.org*

San Diego Vietnamese Dental Association

The SDVDA partnered with San Diego County Dental Society members, like Dr. Yen Le, to put on its first ever Vietnamese Community Group Health Fair. Re-established in 2016, the SDVDA connects Vietnamese dentists in San Diego to support each other while sharing traditions and culture. The turnout was successful with hundreds of participants and all day oral health screenings. The San Diego County Dental Foundation is proud to support the SDVCA in its goal to increase access and awareness of oral health in the greater San Diego community.



Dr. Daniel Witcher, Jouet Witcher, RN and little Amoret

"We look at it as an opportunity to create traditions and programs to help the underserved that will last long after we're gone."

Why We Give

With these words, board member Daniel Witcher, a local oral and maxillofacial surgeon and his wife, Jouet, a registered nurse, donate their time and talents giving back to the greater San Diego community. "We feel that philanthropy affords us the ability to build a legacy of giving for ourselves and our families."

Their significant commitment has been shaped by their life-long exposure to, and belief in, the importance of philanthropy. Growing up in Southern California, both Dr. Witcher and Jouet learned the spirit of giving early in life from their parents. "It was way to come together, and spend time with family and friends doing something that has a positive impact on the world."

Growing up throughout California, Dr. Witcher has always recognized the importance of giving back. Throughout his time at USC and UOP, where he lived in Los Angeles and San Francisco, he was able to see the first-hand impact that philanthropic outreach can have on the less fortunate. Looking forward, they look to continue working to involve younger dentists in philanthropic work with the Dental Foundation, sharing their legacy of giving, and making a difference in the lives of those around them.

to donate or volunteer go to sdcdf.org

Pajamas and Sneakers

I always envied physicians as people who, when not in surgery, were always impeccably dressed with spotless, crisp white coats. I recently learned these coats may not be so crisply clean as I had thought.¹ While on-call for a local hospital during my residency training, we were asked to wear scrubs under our white coats. The provided scrubs were varying shades of green, grey and blue, and none of the tops matched the bottoms. To top it off (no pun intended), the blue and green scrubs had faded away and appeared as the grey ones under the fluorescent lighting of the hospital. We all rummaged frantically through the shelves to see who's blue matched who's blue, only to find that an XL top paired with a small pair of scrub pants, if you wanted the colors to match. The result? We all emerged in ill-fitting scrubs of various shades of blue, green and gray. Nonetheless, we faithfully wore them and oddly looked no different than the cardiac surgeons strolling down the hallways.

Fast-forward 12 years to private practice, and I still wear scrubs, albeit of better quality, size and color matching. However, while flipping through my customary magazine from which I order my scrubs, for just a second, I thought about wearing "normal, regular" clothes to the office. Many of us believe that wearing professional clothing makes us appear more, well, professional, in front of patients and staff. And each of us wears different clothing and accessories that either feel comfortable or appropriate for our own liking. Some ladies wear jewelry, some make-

Zeynep Barakat, DMD, FAGD
Dr. Barakat graduated from Boston Univ. School of Dental Medicine, completed an AEGD residency in Detroit and practiced in New England before moving to San Diego. She is currently in private practice and is the President of the San Diego AGD component. She is a regular contributor to the AGD's Daily Grind blog.



up, some men wear ties and others scrubs and sneakers (aka pajamas and sneakers according to some). OSHA concerns aside, I couldn't imagine getting all dolled up in the morning, make up and all, only to smudge it off with a mask, smear my mascara with my loupes, or pick up a coat of residue on my jewelry from a day's work. Some of us pull it off very nicely, however, and emerge at the end of the day looking just as flawless as at the start. I wonder if there is a study that looks at patients' perceptions of dentists in various forms of work attire. The "white coat" syndrome has been studied in patient apprehension, but how about the treatment acceptance when the dentist are wearing either scrubs or regular clothing?

I decided to stick with scrubs. It appears to me that professionalism in our daily attire may be much less influenced by what we wear, when compared to how we wear it. As I know now, not all scrubs are created equal, and not all "regular clothing" appears sharp and professional. For now, I wear dark colored scrubs, throw them out at the first sign of fading, and select designs that are easy to maneuver in, yet fitted and properly sized. Clogs replaced my sneakers mainly for orthopedic benefits. And finally, I like to substitute dark colored coats for my white coat on occasion, though I still make sure that it is always crisp and clean.

1. Austin Frakt, NYT, April 29, 2019. <https://www.nytimes.com/2019/04/29/upshot/doctors-white-coat-bacteria.html>

Volunteers Needed for U.S. Navy Humanitarian Mission to South America

The University of California, San Diego Pre-Dental Society NGO is seeking volunteers for a U.S. Navy-led humanitarian mission to South America due to the Venezuelan refugee crisis. Tens of thousands of Venezuelans are fleeing their country amid chronic shortages of food and medicines. The USNS Comfort hospital ship, is set to deploy mid-June and return in November. The ship will be going to ten different countries. Volunteers do not need to be on the entire mission. More details to be released soon.

The UCSD Pre-Dental Society NGO is looking for dentists, dental hygienists, dental assistants, physicians, pharmacists, optometrists, nurses, medical assistants, medical and lab technicians, pharmacy technicians, physical therapists, biomedical repair technicians, sonographers, translators, educators, engineers, and all other health-related professionals.

Interested volunteers should contact missionsteam@ucsdps.org or dsilverstein22@cox.net as soon as possible to begin the volunteer credentialing process and receive updates about the mission.

For Sale/Lease

Attention Dental Practice Buyers!

Our dental practices for sale are listed on the inside cover page of this issue. Attention buyers: Most of our listings are sold in less than 30 days. Get added to our Buyer Notification List so you can find out about our newest listings before they appear in ads. Ken Rubin Practice Sales, Inc. 619.299.6161 krpracticesales.com

For Sale/Lease, Medical or Dental Related Practice Suite or Business in a small boutique office space in the center of beautiful La Jolla, California

Perfect opportunity for psychiatrist, psychologist, counselor, dentist, physician, surgeon, any dental or medical related occupation welcome. Located in medical dental building. Come join these great practices. 612 sq feet, classy second floor suite with elevator. Perfect for entrepreneur. Partially equipped for dental practice, surgical practice. Terrific opportunity. \$4.90s/f per month triple net lease. Contact: Kevin Gott, dynamold@aol.com

2 San Diego Practices for sale

1) 1,053 sf w/2 ops (plumbed for 1 add'l). Adjacent vacant suite available to expand. \$225k. (KL-955) WPS/800.641.4179
2) Collecting over \$1.4M in vibrant North Park Area. 2,400 sf w/5 ops & 2 Pedo Chairs. \$810k. (KL-909) WPS/800.641.4179

La Mesa Dental Space For Lease

Dental space fully plumbed for 7 operatories, 2490 sq. ft. Easy access to freeways, plenty of free parking. Call Rick Snyder R.A. Snyder Properties Inc. 619.297.0274

Practice for Sale, El Centro

Imperial Valley growing established practice high visibility across hospital, Excellent patient base, 2018 collection over 800K, Financing available. Gene Sultan Heavy Body Impression Material \$8/Cartridge, Text 760.791.9392

Support Services

Anesthesia Associates

I.V. sedation and general anesthesia in your office. Board certified Drs. Marco Savittieri and Carl (Chip) Miller. Providing 18+ years of anesthesia services to San Diego County Dental Society members. Call Brigitte 760.451.0582 or 760.419.4187. *We thank you for your continued support!*

Dental Equipment Repairs

All makes and models, 35 years' experience. U.S. Navy retired dental equipment repairman. San Diego Dental Equipment Service and Sales. Steve at 619.200.2023

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Military Dental Symposium

by Dr. Irvin Silverstein



(L-R) Dr. Richard Sawaya (former UCSD student and 7 year Naval officer going into a periodontal residency) with Drs. Irvin and Donna Silverstein, with current students Min Jin and Angeli Poyaoan (Student Clinic Co-Directors) in front of the UCSD Student-Run Free Dental Clinic table.

On May 1, 2019, dentists from the US Navy and SDCDS jointly held the annual Military Dental Symposium. This symposium, which first started in 1957, has had 62 meetings and is one of the oldest continuing dental symposia in San Diego. The meeting is designed to bring together Navy and civilian dentists to learn from each other and develop relationships. Our Navy colleagues are from across the United States serving our country here and abroad. Many, upon retirement, do settle here.

When I first began attending this meeting as a civilian with no military experience in approximately 1983, I was amazed at the vast dental assets we have in San Diego. I had no clue that there was ongoing education, research, and treatment of very advanced cases done by the Navy. This symposium brought table clinics from their postgraduate courses to display. They also invited and have had in the past, residents from the VAs, Rady's Children's Hospital, Loma Linda and other civilian organizations. These table clinics usually are excellent.

This year, there was a very nice dinner during which they gave honor to the missing sailor's table. That was followed by a great international speaker, SDCDS member Dr. Sreenivas Koka, who is a clinical professor at UCLA in prosthodontics. His engaging topic was systemic diseases and conditions that influence osseous integration and dental implant treatment success.

In the past, these meetings were held on base in an officers' club. However, due to security, that is no longer an option. This meeting was well organized, the food was great, the table clinics were interesting and we had good sponsorship tables, which were all organized by Dr. Kevin Kenny, his staff and the Navy.

The Navy awarded first, second and third place ribbons to participants in the table clinics. The San Diego County Dental Foundation gave Scholarship Awards to five students who studied in San Diego and are going to attend Dental School this cycle. These students, the schools they currently attend and the dental schools they will be attending are:

Jamie Chang, UCSD, going to UCSF
Joleen Chen, UCSD, going to ASDOH, AZ
Anna Ogata, UCSD, going to UCSF
David Phillips, SDSU, going to Midwestern, AZ
Alyssa Rifilato, PLN, going to UCLA

The Foundation also gave awards to two participants in the 65th Annual Greater San Diego Science and Engineering Fair for their projects related to dentistry. These students, their schools and grades were: **Cielo Polanco**, St. Rose of Lima, 8th grade and **Ethan Shakhman**, Soille San Diego Hebrew Day School, 8th grade

SDCDS members Kennie Kwok, DMD and Nicholas Dovey, DMD served as judges for the Fair that was held March 12-17 at Balboa Park.

Many people do not know the history about this symposium. As a young civilian dentist, I learned so much from these meetings. Although the given topic may not have been in my field, there were good table clinics, sponsorships and presentations from where I could gain knowledge. Most importantly though, I was able to develop relationships with dental colleagues from different areas which I still maintain to this day. I highly recommend that you put it on your calendar so that we can have better Dental Society and great civilian support next year. It will be well worth your time.



Reach 1950 Dentists

Deadline for October issue is September 1, 2019
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Ad appears both in print & online at SDCDS.org

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20 & 25 YEARS MILESTONE ANNIVERSARY



Member milestones:

In this issue we are celebrating the members of our society who have been with us for 20 or 25 years. If your anniversary date falls in 2019 (in five year increments), keep a look out for your name in future issues.

So here's to you! But we're not merely calling out your name to say hello. We're celebrating your dedication to all that we stand for. You have honored the pledge to uphold a high degree of ethical standards. You have helped us advocate for the profession of dentistry while advocating for the patient as well. You may have gotten involved in the leadership of the society through committee work or by serving on our board.

Many of you have supported our foundation by donating funds or your valuable time.

As you reflect on your years with the ADA, CDA and our local society, we hope you'll see value in what we provide. From continuing education, to practice management support; from patient referrals to networking opportunities; from peer review to journals and newsletters. Our goal is to help you achieve your goals. Together, I hope we've been successful.

— Mike Koonce, Executive Director

20 years joined in 1999

Mojdah M. Akhavan, DDS
Timothy M. Belnap, DDS
Barnaby I. Bender, DDS
Leslie K. Bonar, DDS
Roland M. Buyama, DDS
Michael J. Carlson, DDS
Sanjay Dhir, BDS
James D. Dickinson, DDS
Federico G. Drachenberg, DDS, MS
Miguel A. Grillo, DMD
Robert J. Hanlon, Jr., DMD
Denise Z. Hornby, DDS
Tom D. Keller, DDS
Michael J. LeFebvre, DDS
Lawrence P. Lotzof, DDS
Virginia P. Mattson, DMD
Michael A. Maude, DDS
Gavin J. Miller, DDS
Francisco Mondragon, DDS
Kyomi O'Connor, DMD, PhD
Melanie Parker, DDS
Connie L. Pierce, DDS
Corene J. Poelman, DDS, MS
Christopher C. Rhoades, DDS
Rudolph E. Roman, DMD
Cyrus Sheikh, DDS
Kurt D. Stormberg, DDS, MS
Robert A. Sunstein, DDS
Santiago A. Surillo, DDS
Brian Y. Suzuki, DMD
Maria Dulce M. Vargus-Loo, DMD

25 years joined in 1994

Kambiz Ardjmand, DDS
Peter J. Bauer, DDS
Bruce R. Brumm, DDS
Frank L. Ceja, DDS
Timothy N. Collins, DDS
Alexander J. Corondoni, DDS
Matthew S. Cowman, DDS
Bradley A. Eli, DMD, MS
Jon F. Englert, DDS
Blair W. Fadem, DDS
Amy L. Fox, DDS
Guy L. Fox, DDS
Laurie A. Gan, DDS
Rich Hardie, DDS, MS
Bridget M. Hurst, DDS
Steven T. Hurst, DDS
G. Barry Jones, DDS
Jamshid A. Kashani, DDS
Susan M. Krylow, DDS
Nita H. Largoza, DMD, MAGD
Emily B. Lavarias, DDS
Manuel L. Lavarias, DDS
Stephen R. Lee, DDS
Stephen A. Lee, DDS
Bernardita N. Lizan, DMD
Craig J. Malin, DMD
Michael J. Maurer, DDS
David G. Milder, DDS, MD
Aaron M. Perez, DDS
Mitchell B. Poiset, DDS
Anthony P. Potente, DDS
Erela K. Rappaport, DMD
Scott D. Rauvola, DDS
Mercedes F. Razo, DDS
David L. Rens, DDS
Michael A. Rogers, DDS
Randal C. Russ, DDS
Ibrahim A. Sawaya, DDS
J. Richard Shih, DDS
Brian K. Shue, DDS
Joseph L. Sigala, DDS
James A. Snow, DDS
Julie A. Sugita, DDS
David F. Urich, DDS
Allen Wei, DDS



San Diego County
DENTAL SOCIETY

Garrett Guess, DDS

Dr. Guess (pictured here with his family) is a Diplomate of the American Board of Endodontics, with a private endodontic practice in the La Jolla/UTC area. He developed EndoTrak, an endodontic practice management software program. Email: endo@drguess.com.



Staff turnover increasing your data breach risks.

When thinking about computers and communication technology in dentistry, data breaches are one of the biggest problem areas that dentists and their practices need to be aware of. They need to be aware of the risks, as well as some of the factors that may put them at a higher risk of a data breach occurring, which unfortunately could be a practice ending catastrophe. While large companies usually make the news when a cyber attack causing a data breach occurs, they are not the only targets. If you consider a dental practice a small to mid-sized business, an insurance company report from 2015 reported that small and mid-sized businesses are hit by 62% of all cyber attacks that occur. In any sized business, including dental practices, the risk of a data breach increases significantly when there is frequent staff turnover.

Staff members have access to protected patient information and when staff members quit or are terminated, they may leave before giving back any forms of media that contains practice data, such as hard drives, flash drives, or patient imaging CDROMs. Additionally, staff members may have remote access credentials and the knowledge of how to

remotely access your practice's software management system. Just like having a key to the office's front door, terminated staff members must no longer have remote access to office computer systems, even network access via Wi-Fi. For this reason it is extremely important for the practice's Security Plan to have a current log of who has access to what, and who has possession of certain forms of media containing patient information, so that in the event of staff termination, all media is returned and all access credentials are terminated as well. That means passwords used to access computers on site as well as remotely, as well as Wi-Fi networking passwords, must be changed if they are shared with staff members. Unfortunately, this also means the many websites that are utilized in the day to day activity of the practice must have their account credentials renewed with different passwords, too. This includes insurance submission websites, e-prescription access, CURES access, and any other websites your staff utilizes for their duties.

New staff member training, especially the lack thereof during the initial phases of employment, also represents a signifi-

cant data security and breach potential. When new staff are hired, their focus is often on skills associated with their job: assisting skills for back office staff, or on phone and scheduling protocols for front office staff members, for example. But equally important is security training so your new staff member knows the email security and web browsing policies of the practice. Emails that are phishing attempts or contain malware applications represent one of the main ways that malicious software can enter your network and affect your computers, resulting in a data breach or data ransom occurrence. Same with not having the knowledge and vigilance when browsing the web to ensure you are visiting the proper websites. This issue makes it a challenge when new staff members enter the practice, whether they are new hires, or temporary staff. The security protocols briefing should have as much emphasis as training for regular job duties.

If your practice experiences frequent turnover of staff members, in addition to figuring out the cause, don't forget the crucial security aspects involved with an authorized staff member now becoming an unauthorized one.

FAZEL MOSTASHARI
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**LOOK FOR US
AT UPCOMING
MEETINGS!**

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FRIDAY

AUG
02

4CE
units

Opioids

*What Dentists
Need to Know*



Summary: Drug abuse is at an epidemic level with approximately 1 out of every 10 Americans addicted to illegal and prescribed stimulants, depressants and opioids. This course will discuss how you can successfully treat the addicted patient and what is being done at state and local levels to combat drug abuse.
Time: 8am-12:30pm **Includes:** Cont. breakfast (please indicate special dietary needs when registering).
Location: Four Points by Sheraton SD, 8110 Aero Dr.
Register: sdcds.org, 619-275-7188, admin@sdcds.org
Pricing: Members/staff: \$75, Nonmembers/staff: \$99
Sponsors: Avitus Group, Business Group Resources, GlaxoSmithKline, The Doctor's Insurance Broker
Speakers: (L-R) Ronni Brown, DDS, Mark Horton, MD, Linda Bridgeman Smith of SD County Behavioral Health



THURSDAY

AUG
22

3CE
units

**BLS
Renewal
FREE CE***



Summary: Register early if your CPR card is expiring
Time: 6-9pm
Includes: Pizza and salad, (please indicate special dietary needs when registering).
Location: SDCDS Office
Register: sdcds.org, 619-275-7188, admin@sdcds.org
Pricing: member \$40 or free member benefit CE for 2019. nonmember \$60 | staff \$50
Hosted: Westpac Wealth Partners



TUESDAY

AUG
27

**New DDS
Seminar**



Summary: Practice Management: associate contracts, transition contracts and lease agreements/re negotiations
Time: 6-8pm
Includes: Light Dinner
Location: SDCDS Office
Register: sdcds.org, 619-275-7188, membership@sdcds.org
Pricing: Free
Sponsor: Burkhardt

Speaker:
Shari Mostofi



THURSDAY

SEP
12

**North County
Shred-a-thon**

Tear into the Fun



Summary: Take advantage of shredding your files the proper way for free. Please visit our website events page for what can and cannot be disposed of, sdcds.org.
Time: 4-7pm
Location: Encinitas Pediatric Dentistry, 135 Saxony Rd #200, Encinitas 92024
Includes: Tacos and Beverages
Register: sdcds.org, 619-275-7188, membership@sdcds.org



FRIDAY

SEP
13

5CE
units

**Emergency
Medications**

*What are they?
How to use them!
Lecture + Hands-on*



Summary: Medical emergencies can and do happen in the dental office. We will be discussing how to effectively respond to these emergencies, the medications in the typical emergency kit, and local anesthesia dosing.
Time: 8am-2pm
Includes: Breakfast (please indicate special dietary needs when registering).
Location: 4 Points Sheraton, 8110 Aero Dr.
Register: sdcds.org, 619-275-7188, admin@sdcds.org
Pricing: Members/staff: \$75 lecture only \$95 lecture + hands-on. Nonmembers/staff: \$99 lecture only \$119 lecture + hands-on. Refund available by Sept. 10
Sponsors: Bank of America, Carestream, Citibank, Ken Rubin Practice Sales, The Doctor's Insurance Broker, Weave

Speaker:
Christine Quinn,
DDS, MS



WEDNESDAY

SEP
18

**Succession
Planning**

A Must for Dental Owners



Summary: Many dentists don't have a proper exit strategy in place, and that could mean losing out on hundreds of thousands of dollars. This session will present you with some ideas on how to approach this inevitable future event.
Time: 6-9pm
Includes: Light dinner and soft drinks (please indicate special dietary needs when registering).
Location: SDCDS office
Register: sdcds.org, 619-275-7188, admin@sdcds.org
Pricing: members: free, non-members: \$50, Refund available by Sept. 15
Hosted: Westpac Wealth Partners

Speaker:
Rod Crews



WEDNESDAY

SEP
25

**Dental MBA
Business Series**

*The Art of War - Reducing
Time Spent on Insurance Administration*



this class is
a rescheduled
event from
earlier this
year

Speaker:
Benjamin
Tuinei/Veritas



Summary: The Art of War by General Sun Tzu is a must read for business and sports strategists. This course will teach offices how they can employ some of the same tactics insurance carriers use against them in an effort to reduce insurance administration.
Time: 6-9pm
Includes: Dinner
Location: SDCDS office
Register: sdcds.org, 619-275-7188, admin@sdcds.org
Pricing: members: Free nonmembers: \$50. Refund available by Sept. 22
Hosted: Legacy Practice Advisors

THURSDAY

SEP
26

**New DDS
Social**

SAVE-THE-DATE



Summary: Come mix, mingle and be social!
Time: 5:30-8:00pm
Location: TBA
Register: 619.275.7188 or sdcds.org or membership@sdcds.org
Pricing: Free
Sponsor: Patterson



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